

STAFF REPORT
City of Lancaster, California

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Date: April 10, 2007

To: Mayor Hearn and City Council Members

From: Lyle W. Norton, Director, Parks, Recreation and Arts

Subject: **Parking Stripe Advertising Agreement**

Recommendation:

Approve the agreement with Parking Stripe Advertising to lease parking lot stripes at Clear Channel Stadium, Lancaster City Park, the Lancaster Park and Ride, and other potential City parking lots for the placement of advertising to generate additional City revenue.

Fiscal Impact:

Revenue between \$1,200.00 and \$5,000.00 is expected in the first 6 months of the agreement.

Background:

Parking Stripe Advertising approached the City of Lancaster about placing advertising on parking stripes at Clear Channel Stadium and Lancaster City Park during the Poppy Festival to promote United Airlines June flights out of Palmdale Regional Airport.

Parking Stripe Advertising will install, remove and maintain stripes, as well as be liable for any damages caused by the stripes. The Parks, Recreation and Arts Department has installed one stripe at Clear Channel Stadium for test purposes without issue. Part of the approved striping plan will include a community service promotion at the discretion of the City.